Experience Guide

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Overview

Your store's Feature Bays focus on passions like music and photography, and showcase out of box accessories. The goal? To make it easier for you to engage with customers on the passions and conveniently demo products for them.

This guide helps you explore your Feature Bays. There is an overview page for each passion focusing on Apple's ecosystem plus conversation starters and demo moments. The product pages provide more detail on product features and hands-on demos.

New Feature Bays

Feature Bays will center around six passions and products: Music, Photography, Gaming, Health, Home, and Collections (seasonal Apple-branded accessories).

Even though a store may not have all Feature Bays, they will have demo products from every bay available Backstage, to share with customers—on demand. Check your equipment list for demo products.

While the focus of each Feature Bay will stay consistent, the expression or story within the Feature Bay, will update to align with seasonal resets.

How to get started

- Use your Feature Bays and demo products to have richer conversations with customers. To help you we've included a few questions that should make engaging the customer easier.
- Refer back to these training modules: *Discover Your Store: Uncovering Passions* and *Discover Your Store: Storytelling*
- Want some in-the-moment help? Connect with Creative Pros to learn about each passion. Ask for their tips on how to demo products.

Bringing it all together for the customer

Introduce your customer to a complete solution.

Take your video capture to the next level. DJI Osmo Mobile turns your iPhone into a smart motion camera, making everything you shoot look smooth, professional, and ready to share.

iPhone + Timelapse

+

DJI Osmo Mobile

+

DJI Osmo app

Creating knowledgeable owners in store and online

- Make customers aware of the many ways to buy, including apple.com, in-store kiosk, and remember to help your customer download the Apple Store app before they leave.
- When you discover a customer has specific business needs, connect them with your Business Team. Help deepen their relationship with Apple Retail by introducing them to the range of business services we can offer.
- If a customer is not looking to buy today, make sure they are aware of Today at Apple programming, that bring like-minded people together. Let them know how to sign up.

Music

When customers combine Apple Music with our products and accessories they can listen to whatever music they want, wherever they like, on any device they choose. You can help them imagine the possibilities—and get them just the right setup for their needs.

What makes Apple different

- Apple cares deeply about music and since the launch of iPod and the iTunes Store, we have continued to integrate hardware, services, and content for a seamless experience. Whether you have your entire music collection on iPod, or mix tracks on a MacBook Pro, our hardware provides high-quality sound, range and power. Paired with iTunes you have access to the world's largest music catalogue and curated content exclusive to Apple Music subscribers.
- Apple is the only place where customers can easily compare and contrast in-ear products across Beats and strategic third party partners. Finding the proper fit is an important part of the customer journey. We provide customers an immersive, on demand demo experience to discover and personalize music accessories

Conversation Starters

- How do you listen to music today? Is there anything you wish you could do?
- Do you use a music streaming service? What do you love about it? Can I show you some things you might enjoy with Apple Music?

Quick Demos

1. Pairing your Apple Music subscription with Beats Solo3 and iPhone 7 allows you to take your music with you anywhere you go with over 30 hours of playback.
2. With the Beats Pill+ and Apple Music, you can share over 40 million tracks with everyone at the party. Designed to be used in a range of environments, Beats Pill+ fills the room with rich, clear sound.
3. Explore Apple Music's unlimited library. Open Apple Music on a demo product, and ask your customer what is their favorite song, now search and play.
4. AirPods have redefined the wireless experience. Runner a pair from Backstage and showcase the fantastic sound and voice quality as well as seamless pairing across any Apple device.

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Photography

Your customers may know their way around an iPhone camera—but when it comes to taking their photography to the next level, they rely on you for app and accessory recommendations.

What makes Apple different

- iPhone is an amazing camera for capturing your memories, and we are constantly reengineering our hardware and software so that taking and sharing photos is easy and seamless.
- iPhone 7 Plus has two cameras that shoot as one, so you get higher quality zoom, and portrait shots that look even better.
- The camera integrates with the Photos app and other third-party apps so that you can shoot, find, edit and share your photos in entirely new ways.

Conversation Starters

- How do you take photographs today? Do you use your iPhone?
- Do you like taking family pictures? Can I show you the portrait mode on the iPhone 7 Plus?
- Do you end up with a lot of pictures after a vacation? Where do you store them? Have you considered iCloud storage?

Quick Demos

1. DJI OSMO Mobile turns your iPhone into a smart motion camera, making everything you shoot look smooth, professional, and ready to share.
2. Using LifePrint Printer with your device, you can capture and print photos that literally come to life when viewed with the LifePrint app.
3. With its shallow depth of field and high quality optics, the Zeiss Lens is the first truly professional telephoto lens for iPhone. Then access your best photos on all your devices with iCloud.
4. Ask your customer permission to take a photo of them using portrait mode on the iPhone 7 Plus (let them know you'll delete it after you show them).

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Photography | DJI OSMO Mobile Gimbal

The DJI OSMO Mobile turns any iPhone into a smart motion camera—making video look smooth, professional, and ready to share.

DJI OSMO Mobile Key Features

- The DJI OSMO Mobile delivers perfectly stabilized video, thanks to its 3-axis stabilizer.
- Focus tracking allows users to draw a square around any subject, then the DJI OSMO Mobile automatically tracks the object's movements.
- Want to be part of the moment? ActiveTrack technology built into the DJI GO app allows the DJI OSMO Mobile to automatically keep your iPhone facing you as you move.

Freedom to move

One of the key features of DJI OSMO Mobile is its ability to keep footage smooth while the shooter is moving.

Invite your customer to take the DJI OSMO Mobile for a test spin. Ask them to start recording by clicking the record button with their thumb, and take a walk around. Once they're back show the customer how smooth the footage is. Talk about how this could be used to capture things like family outings, sporting events, or any activity that requires both the shooter and subject to be moving.

ActiveTrack

The ActiveTrack feature allows the shooter to lock onto a specific subject and then keep them in the shot as you move around.

With the customer holding the DJI OSMO Mobile, have them select the target symbol to switch to tracking mode. Once selected the circle will switch to a green square. This allows the customer to draw a square area on the screen to have the DJI OSMO Mobile lock onto. Now have the customer move the DJI OSMO Mobile around to see how it keeps the object or face in the shot.

Additional Resources

- DJI Osmo Mobile product page on apple.com
- Product overview and video on DJI Osmo home page

Drones

Drones bring new possibilities and new perspectives to your photography. When paired with iPhone and iPad, the latest camera drones can now capture amazing aerial photography whether you are an amateur or professional.

What makes Apple different

- With the amazing camera features of iPhone 7 and iPhone 7 Plus, and the latest drone technology, you have a complete photography solution for both consumer and business customers. And you can store and share your photos and videos on iCloud.

Conversation Starters

- Do you take pictures while on vacation? A drone camera can help you take really unique shots.
- Do you capture your sports events on camera? Have you seen how a drone with face or body tracking can get everything on camera, without you even needing to control it directly?
- Do you use a lot of photography in your business? Check out how our latest drones can open up new photographic possibilities.

Quick Demos.

1. Talk to your customer about how Hover Camera Passport drone is a great photography accessory to take on vacation, capture your next sporting achievement, or record that special family event from a unique perspective.
2. Combining portability with a high spec camera the DJI Mavic Pro allows customers access to the latest technology with a view to go pro in the future.
3. Many businesses now use third-party aerial photography services and the Phantom 4 Pro is the perfect solution for this. Talk to your customer about how easy it is to set-up and use photography drones to support their business needs.

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Drones | Hover Camera Passport Drone

NOTE: Hover should only be flown using the demo guidance below. When launching the Hover demo, consider the space around you and proceed with caution. Leverage the support of additional team members to ensure all customers are aware that a demo is taking place.

Hover Camera Passport is a lightweight quadcopter that is safe, portable, and can track your face and body as it flies around you. Additionally due to its size and weight it does not need to be registered in the US as a drone.

Hover Camera Passport Key Features

- Hovers in place and takes off from your hand.
- Best for close proximity flying, and stays connected to your iPhone—through wifi—for up to 40 feet.
- Has face tracking, body tracking, orbit and 360 panning mode in addition to normal flight controls.
- Shoots photos at 13 megapixels and video at 1080p and 4k.
- Due to its size, stability, and ease of control, it works well indoors.

Additional Resources.

- Product overview and video on Hover website
- Product FAQs

Owner mode

Hover has the ability to learn your face, find you in a crowd, and adjust its position to keep you in frame. This mode is great for taking group selfies or video as the user moves around.

Press the power button to turn on Hover. On iPhone, go to Settings and connect to Hover's wi-fi network.

Open the Hover app, tap Get Started, Change Owner, Start, and then complete the facial recognition process with a customer.

Hold Hover at arm's length and press the power button. Once the fans are fully up to speed release Hover.

Hover will rotate, scanning faces until it locates the owner.

Reposition yourself for a photo, and hold two fingers up in a "V" gesture. Hover will now display a count down and take a photo.

Continue to Hover mode, or tap Land to end demo.

Hover mode

Hover Mode allows you to control movement manually.

Continuing from Owner mode, hold your fingers up in an "OK" gesture, with you index finger and thumb forming a circle and other fingers extended.

Use the on-screen controls to fly.

Show the customer the interface and talk through how easy it is to fly.

Tap Land to end the demo.

Health

With so many health and fitness products out there, it can be hard for customers to know which combination is best for them. They rely on you to help them pick the right accessory, and teach them how to use it with our products and the Health app.

What makes Apple different

- Apple Watch integrates hardware like GPS and heart rate sensor along with built-in apps like Activity and Workout, to keep you motivated and active whatever your lifestyle.
- The Health app is the best place to track activity, sleep, mindfulness, and nutrition. And it combines information from your iPhone, Apple Watch, third-party accessories and apps, while keeping all your data private and secure.
- iPhone and Apple Watch both have life-saving features. Medical ID allows first responders to access critical medical information from the lock screen. And the SOS feature on Apple Watch calls the emergency services by holding down the side button for 3 seconds.

Conversation Starters

- Do you track your activity? Did you know that the Health App can track not just your fitness but also help with your breathing. Can I show you?
- I see you are wearing an Apple Watch. Do you use the activity app ? Have you tried the Breathe App?
- Have you filled out the Medical ID in the Health App? It contains important information about you, and it's accessible from the lock screen in the case of an emergency. Can I show you?

Quick Demos

1. Spire measures your breathing patterns throughout the day. If you get stressed, check out the curated list of mindfulness tools to reset your breathing.
2. QardioArm provides a simple way to tell what your blood pressure numbers mean with an easy to understand—green, yellow, red—color code for each reading.

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Health | Spire

Healthy breathing helps you sleep better, feel calmer, and have more energy—but it's not necessarily intuitive. It's something you learn through habit, and Spire can help. Think of it as part fitness tracker, part stress reducer.

Spire Key Features

- Spire clips on your belt or undergarments—so it's not ideal for sleep tracking.
- Tracks your breathing across three categories: tense, focused, or calm.
- Vibrates when you're tense, need to take a breath, or haven't moved in a while.
- Has a seven day battery life and charges wirelessly.

Visual breathing

One of the key features of Spire is the ability to see your breathing in realtime and see how it is affected by external stimuli.

Use the Breath Guide with in the demo to walk the customer through an introduction to the Spire app. Have the customer hold the Spire accessory to their chest (over their clothing). Ask the customer to take a deep breath and show how each breath is visually tracked by the app. Click the Stats tab and show how Spire tracks your breathing throughout the day.

Breathing boosts

With the customer holding the Spire accessory to their chest (over their clothing), tap the Boost tab in the Spire app. Explain that the app also includes a collection of boosts for users to gain more insight into how to adjust their breathing during the day.

Click on the Calm boost and give the customer the demo device so they can follow along with the on screen text and audio instructions.

Additional Resources

- Spire product page on apple.com
- Product overview and video on Spire home page

Health | QardioArm

QardioArm is an upper arm blood pressure monitor that lets you track and monitor your heart health across iOS and Apple Watch devices. Simple to use with user friendly readings; the QardioArm also allows you to share your readings with your doctor or loved one automatically.

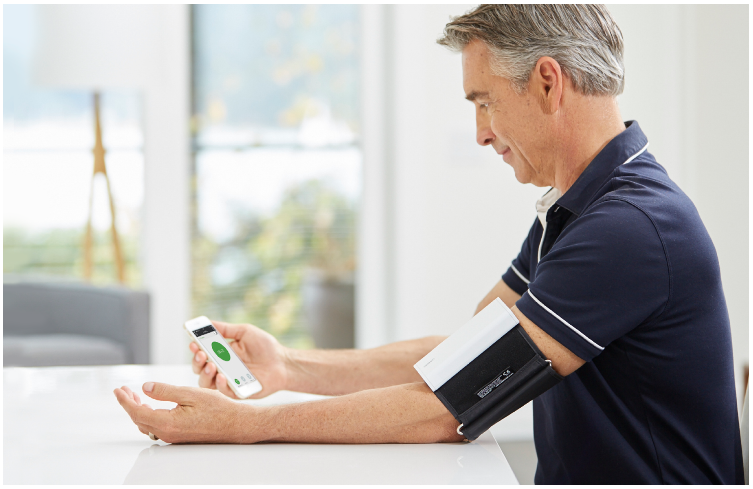
QardioArm Key Features

- Easy to understand, with color coded readings (green, yellow, red).
- Relaxation mode plays photos from Photos library to engage the user while taking their blood pressure.
- Clinically validated and meets US and EU standards.
- Simple to use, pairs with just a tap and starts with the press of a button.

Simplified measurement and readings

Open the QardioArm app and have the customer put it on their RIGHT upper arm. Then hand them the demo device and press the start button.

Once the reading is complete show the customer their results and discuss the colors. Now click back to the historical readings and show the color-coding over time.



Relaxation mode

QardioArm takes the stress out of taking your blood pressure by allowing users to watch a slideshow of photos from their Photos Library.

Open the Settings window within the QardioArm app. Then toggle on "Show photo slideshow", and select an image folder. Now hand the customer the demo device so they can see the photo slideshow.

Turn this setting back off before the next demo.

Additional Resources.

- QardioArm product page on apple.com
- Product overview on QardioArm home page
- Product support and additional information

Home

Every customer’s home is unique, so help your customer understand how HomeKit accessories and Home app make it easy for them to personalize their living environment. Introduce them to compatible accessories and simple automations they can use in their home.

What makes Apple different

- With Home app you can easily control all HomeKit accessories in your house, with a single tap. You can group accessories by room, set up scenes, and even tell Siri things like “Turn off my bedroom lights” or “Start heating the upstairs.”
- Apple certified HomeKit accessories are secure. They offer end-to-end encryption, protected wireless chip standards, and integrated privacy safeguards.

Conversation Starters

- Would you like to control your devices at home with your iPhone? Are you familiar with the Home app? It’s Apple’s free app that helps you control your home easily and securely . Can I show you?
- Did you know Siri works with the Home app? You can ask Siri to turn on the lights, change the thermostat, even check to see if your doors are locked.
- Have you struggled with several apps to control your Home Devices? The Home app can control your home with just one easy to use app. Can I show you?

Quick Demos

1. Philips Hue Go plus Home app, combined with Apple TV (4th generation) or iPad (running iOS 10), enables your home to carry out certain tasks automatically—like run a light scene based on time of day, or your location.
2. Pairing Elgato Eve Room Sensor with the Home app gives you a quick easy way to check temperature, air quality and humidity for any room in your home.

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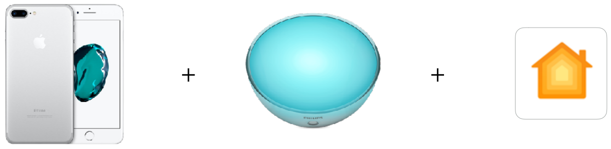

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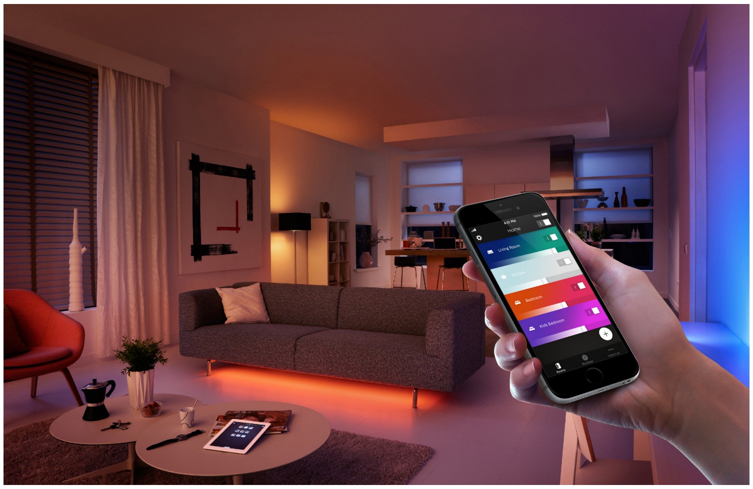
Home | Philips Hue Go

NOTE: If you observe the accessory is un-paired when demoing the Home app, re-pair the product with the customer to show them the simplicity of the Home app pairing functionality.

Light your space in new and creative ways. With 16 million colors to choose from, Philips Hue Go is the most versatile light in your home. When users combine Philips Hue lights with the Home app, they can save their favorite settings, and turn their lighting scenes on with a single tap.

Philips Hue Go Key Features

- Like all Philips smart lights, the Hue Go can be managed remotely through Home or Hue apps.
- The Hue Go is portable. When you unplug it, and the smart battery kicks in, giving users over 2.5 hours of on-the-go customized lighting.
- When plugged in to power, the Hue Go can provide 16 million colors and 50 thousand shades of white.



Additional Resources

- Philips Hue Go product page on apple.com
- Philips Hue white and color ambiance starter kit
- Philips Hue family of products

Unlocking Philips Hue Go through Home app

Explain to your customers that HomeKit integration makes it easy for them to tie Philips Hue lights to other products in their home. That means customers are able to program lighting changes that tie directly to those other products—lights that come on when you lock your door, for instance.

Open Home app and click on Scenes, then select Leaving Home. The Philips Hue Go should change to white and dim to 50%.

Siri Gets Colorful

Siri can now change the color of Philips Hue lights. Using a demo device, activate Siri and say, "Siri, change the light to red." (Just make sure she can hear you, and that the device connected to wi-fi). Ask your customer to try, using their favorite color.

Siri can also adjust light intensity. Ask, "Siri, turn the lights down 50%." Then, invite your customer to try.

NOTE: Due to network capabilities Siri may not work in your store.

Home | Elgato Eve Room Sensor

NOTE: If you observe the accessory is un-paired when demoing the Home app, re-pair the product with the customer to show them the simplicity of the Home app pairing functionality.

Elgato Eve Room Sensor allows you to live smarter by knowing more about the place you care about most. Eve senses indoor air quality, temperature, and humidity giving you insights that help you make smarter decisions about your space.

Elgato Eve Room Sensor Key Features

- Elgato Eve Room Sensor utilizes bluetooth instead of wifi so its better for smaller homes, and is powered by three AAA batteries.
- Powered by three AAA batteries and providing over three months of readings, Elgato Eve Room Sensor can be placed on a shelf or be mounted to a wall.
- Doesn't provide push notifications based on changes to environment.
- Measures temperature, humidity, volatile organic compounds and carbon dioxide with accurate readings.

Room Changes

By pairing the Elgato Eve Room Sensor with HomeKit along with other HomeKit enabled devices like the Phillips Hue lights, Eve can turn on/off a specific light if the humidity or temperature of a room drops bellow a certain amount.

This is perfect for use in a baby's room or any other room where you might be concerned with regulating temperature, humidity or air quality.

Hey Siri

Discuss how simple it is to use Siri to find out the temperature in any room in their house. For example say "What is the temperature downstairs?" Let the customer know that this can be done from anywhere, when paired with AppleTV and HomeKit.

NOTE: Due to network capabilities Siri may not work in your store.

Additional Resources

- Elgato Eve Room Sensor product page on apple.com
- Elgato Eve product line up and video

Collections

Every iPhone case, Apple Watch band, and iPad cover we make is designed to work seamlessly with our products. The end result is an accessory that's not only beautiful—it's durable, reliable, and protective. And since colors are updated seasonally, there's always something new for customers.

What makes Apple different

- We use the same care and attention to detail in our accessories as we do with all Apple products. The microfiber lining in our iPhone cases is ironed by hand, and every every leather case is hand stretched—a process that takes close to an hour.
- The same designers who create our products create our cases. And they're designed to work flawlessly. That means no sticking buttons, covered ports, or compromised cameras. Let customers know that when they buy an Apple case, their product will work exactly how it should.

Conversation Starters

- Do you take a lot of calls when on the go? Have you considered AirPods? Can I show you?
- Did you know that Apple iPhone cases perform as well as industry leaders in drop tests? During testing, our engineers drop case-clad iPhones for hours at a time, and make adjustments. So if you're looking for a protective case, I'd recommend ours.
- I love the color of your dress/shirt! Have you considered getting an Apple Watch band to match? Did you know you can coordinate Apple Watch bands and iPhone case colors.
- Did you know that our watch bands and iPhone cases are updated seasonally? If you're attached to a particular color, you might want to pick it up today—it could be limited edition.

Quick Demos

1. The must-have accessories for this season (and any season)!

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Live Demo Equipment List

Demos are a great way to bring the best of Apple to life. They can be conducted by all team members either at the Feature Bays or in the Product Zone. Connect with your Creative Pro for tips on doing a successful demo.

Use the list below to setup the demo equipment Backstage. Please check this document regularly for updates. Note: Products not listed should not be pulled for demo use.

Refer to Experience Guides on RetailMe for detailed information on the Avenue experience, conversation starters and demo guidance for key accessories.

Backstage Best Practices:

- Products listed should be pulled from sellable inventory and placed in Rio as Demo, or expensed per the Expensed Product List from Retail Inventory. Today at Apple may have additional supplies that should be used in combination with this equipment.
- Demo quantities are determined by Visual Merchandising. If you have questions about the product selection or quantities email storesupport@apple.com for additional guidance.
- To configure your demo devices, refer to the materials on RetailMe in Visuals and Imaging > Demo Systems.
- Be thoughtful about Backstage placement, consider locating demo devices near a FOH entrance for easy access. Keep equipment neatly displayed and accessible for use. Do not store in a bin or box, to prevent damage.
- For stores with presentation equipment, keep charged and available Backstage.
- Engage your whole store team team on how to use Runner to request demo equipment to the Product Zone or the Avenue to showcase to customers. Submit a Reverse Request to have demo equipment returned to Backstage.
- Teams can also use this demo equipment to get hands-on and practice Backstage.

The products below should be pulled from sellable inventory.

Today at Apple may have additional supplies that should be used in combination with this equipment.

Category	Part Number	Description	Qty	Live Demo	Demo App	Notes
Apple Hero Product	MK9N2	iPad Mini 4 Space Gray 128GB WIFI	1	Y	-	If you have already pulled an iPad for Experience Guides please utilize instead of pulling additional.
Apple Hero Product	MN9H2 (US) MN922 (CA, MX, EMEA) MN952 (AU) MNCK2 (JP) MN8L2 (CN) MN8P2 (HK, MA)	iPhone 7 Black 128GB	1	Y	-	If you have already pulled an iPhone for Experience Guides please utilize instead of pulling additional.
Apple Accessory	MGRM2	iPhone Lightning Dock - White	1	Y	-	
Apple Accessory	MNEN2	Beats Solo 3 WL Gloss Black	1	Y	-	
Apple Accessory	MHAJ2	Beats Studio WL Matte Black	1	Y	-	
Apple Accessory	ML4M2	Beats Pill + Black	1	Y	-	
Third Party Accessory	HL482	UE Wonderboom	1	Y	-	AMR & EMEA only
Third Party Accessory	HL4D2	Bose Soundlink Revolve	1	Y	-	AMR only
Third Party Accessory	HKNE2	LifePrint Photo Printer	1	Y	Y	
Third Party Accessory	HKNG2	LifePrint Photo Paper 110 Pack	1	Y	-	
Third Party Accessory	HKS52	Lumee Duo Lightning Case	1	Y	-	
Third Party Accessory	HKKT2	DJI Osmo Mobile	1	Y	-	
Third Party Accessory	HL172	Hover Camera Drone	1	Y	Y	If you have already pulled a Hover for Experience Guides please utilize instead of pulling additional.
Third Party Accessory	HJJJ2	QardioArm BP Cuff	1	Y	Y	
Third Party Accessory	HHWT2	Spire Activity Tracker	1	Y	Y	
Third Party Accessory	HHLD2	Phillips Hue Go White	1	Y	Y	
Third Party Accessory	HKS62	Optrix ExoLens Zeiss	1	Y	-	
Third Party Accessory	HHVK2/HKFV2	Elgato Eve Room Sensor	1	Y	Y	